

A stylized, sketch-like illustration in dark brown ink on a reddish-brown background. It depicts a man and a woman in a domestic setting. The woman, on the left, has short, wavy hair and is wearing a light-colored blouse under a dark jacket. She is smiling and looking down at a book held by the man. The man, on the right, is seated and wearing a dark suit, white shirt, and patterned tie. He is also smiling and looking at the book. The background includes simple outlines of a door on the left and some foliage on the right.

*Reading Time: 2 Minutes
... for advanced readers*

How to READ FASTER and Retain More

Astonishing revelations about the human eye and brain



my § BIG CHANCE §

... I've been with this firm for eight years, on an executive level for the past three. We have been growing so fast that Joe Smith who started only five years ago already heads another department at my level.

A few weeks ago, J. J. Brown, the vice president who heads our division, told us that he was slated to become Executive V. P.—and either Joe or I was to move into his vacated spot. J. J. was already absorbing his new work load, so starting next day he'd be dividing his overload between us.

So this was it! The title I had been plugging for all these years ... a top job, big pay, private office, a social boost for my wife and two kids. With my seniority over Joe, all I had to do was pull equal weight with him on this new work load.

But that next morning was a real shocker. On my desk was a stack of mail higher than I had ever seen. I figured this had just piled up on J. J. during his changeover—but my secretary scotched that hope fast.

This was just his morning's mail, she told me. Then she showed me his mail backlog—and a pile of reports that had to be read and digested for a meeting the following week. *Half* of J. J.'s reading load was *more* than mine for a full day!



the awful Challenge...

Well, I read mail all morning. I skipped lunch and read mail all afternoon. At six that night everybody was gone, but I was still reading and making notes for dictation. I kept wondering when I'd have time to think and act on all this stuff. I had barely bitten into the reports on my own work.

How had J. J. ever covered all this reading ... and still gotten everything else done?

That night I went home with a bulging briefcase. I barely spoke to my wife who was bothered because I had missed dinner with her and the kids.

Munching sandwiches, I read and worried 'till 2:00 a.m. What was I going to do—take home a work load of mail and reports every night—or give up to Joe and *miss* the boat?

I was buried!



The next morning there was a fresh stack of reading on my desk—and I still had to dictate from *yesterday's* pile. No wonder J. J. was unloading on us. Between dictation, phone interruptions and trying to read the new mail . . . I was buried.

To top it off, an important supplier of J. J.'s was waiting outside, and I couldn't stall him any longer. When I went out to explain my dilemma, he smiled. He had a sure solution for me, he said, and dragged me off to lunch.



**the easy
SOLUTION**

At lunch, he took a little gadget called a Phrase-O-Scope out of his pocket. In one minute, he convinced me that I, too, could read much faster and not miss a *single* word of thought.

The way this thing worked, a shutter flashed past a little window and exposed a three-word phrase for a split second. I saw only a blur on flashing the first few phrases . . . Then, suddenly, I got all *three* words perfectly with the speed set all the way up to *1/100th second*. What a thrill!

But when he proved he could see five words at that fantastic speed, I was really amazed. Then he explained what was happening. This Phrase-O-Scope was challenging a power of my eyes which I simply had never learned to use before. Like bowling or golf, I'd increase my reading skill with practice.

It seems that I, like most people, got into this bad habit of reading only one word at a time because I had been forced to read aloud when I first learned as a kid . . . and you can only read one word at a time, orally.



To prove it, he set up a little test. He timed me while I read a newspaper article for a full minute. When he counted the words, I had read 273—which is about average.

It proved I was a word reader because I was reading no faster than I talk. If I doubled my speed, I would be reading over 500 words per minute!

Then he told me something I found it hard to believe. *In my first 10 minutes of practice, I would boost my reading speed by at least 10%!*

my **NEW** outlook...

Well, I took those ten minutes right there. I went through two whole slides of short phrases—about 40 phrases in all. Then he timed me on another newspaper item. This time I read 309 words per minute—*over 10% faster* in my first 10 minutes of practice!

And when he asked me questions from the item, my recall was perfect! Was I excited. I'd gain a full 30 minutes on the reading I had to do that afternoon alone. Goodbye, homework. Poor Joe Smith. He'd just have to sweat it out.

the **BETTER READING KIT**

Well, obviously, I borrowed his Reading Kit until I got one of my own. Along with the Phrase-O-Scope and slides, the Kit also includes a clever practice book called *Reading Skills*.

Each of the twenty-four short chapters in this book is loaded with helpful shortcuts to improve reading—and each chapter can be read in 4 minutes or less while it actually *measures* your improvement from lesson to lesson.

They also include special materials for youngsters 5 to 14 years of age so that an entire family gets the full benefit from just one Reading Kit. Everything comes neatly packaged in a handsome black-and-gold color slip case so it's handy to use and convenient to store.





how it worked out for me...

My reading speed is now over 600 words per minute—and still growing. If I hadn't done it myself, I wouldn't believe that improving my reading could do so much for me. Not only did I dig out of that huge backlog, but *I got the promotion*. I now read my mail so fast that I dictate most of it on the spot, leaving more time for thought and action.

J. J. has praised my instant recall of details on my new job. He admitted he'd been bucking stuff down or taking it home for years. I'd had no idea about the extra reading hours he had put in to stay on top.

I have found benefits I never expected from The Better Reading Kit. Not knowing anyone could learn to read faster and retain more—I never could keep up with all the things I wanted to do. I don't know how many books piled up, unread.

suddenly... we understood our 8 year old...

Now, I often finish a book in a single evening—and still have time for the family and TV, too. I not only get more out of the newspapers, but read *Time* each week from cover to cover as well as several business services and trade magazines in our field.

As parents will, in conversation with other parents, we often compared Johnny with other kids his age. It's not the *best* way to size up your child, but we got the feeling *our* boy was just getting along—better than many kids, but behind many we honestly felt were no brighter. Although his school said he was behind in his reading, we never knew *why*.

Well, using the special Junior Slides in the Kit, we checked *his* reading against those other kids. We found his reading was *below his grade level* shown on the slides—while several of the other kids were a *full grade ahead*. No wonder Johnny was lagging. No wonder he was slower in his schoolwork and seldom read a book. He simply didn't read well enough to enjoy it. To him, reading was a chore—rather than the pleasure I'd learned it could be.

We quickly helped Johnny. It was really fun! We made a game of it. The Phrase-O-Scope caught his interest instantly, and the rest was easy. In a matter of weeks, he advanced a *full grade* in reading—and he's *still* improving.





how Johnny's reading improved...

You see, most schools today expect your child to know a certain *standard list of words* as he reaches each grade. The list *grows* for each *higher* grade. In fact, most school books are now written from such lists. The more words a child knows, the more he gets from his books. Well, these Junior Slides are made up from the *same* lists, with sets of slides for each grade—to help you find his starting grade level from the number of words he recognizes.

He masters *new* words each day and learns to recognize them instantly when flashed in phrases. And because he could *see* and *feel* progress at each short lesson, Johnny just loved the practice. We never thought we could get him so interested in reading.

Since Johnny and I got results so quickly, soon my teen-age daughter was using the Kit. Now that she finishes her homework so much sooner and makes better grades—we've stopped worrying about those college entrance exams. She'll not only pass them easily . . . she'll have more time for the fun of college as well as her education.

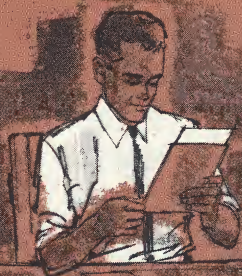
so we all caught up with progress and... **YOU CAN TOO!** Why not order a kit today!

My wife started using the Kit and has re-joined two book clubs. Now those books no longer pile up unread. What's more, we find each other much more *interesting*—now that we *both* have new things to discuss from our reading. What's more, she's so well informed, she has new confidence socially. This alone means plenty now that we're socializing with the company's big brass.

I also must mention how just playing with that Kit brought my little family so much *closer together*. For once, we were all interested in the same thing. And by helping each other, we got to know each other better.

Yes . . . J. J. got sold on this Kit, too. He's buying one for every employee who simply promises to use it. Pretty shrewd—old J. J.! With the 30% increase guaranteed for the 1st week alone, he figures there'll be so much extra speed at the office those Kits will *pay for themselves* before he gets the bill!





*Help your family to a fuller,
brighter, richer future now!
To get your Free Trial Kit . . .*

Mail the **FREE TRIAL** Order Form **TODAY**

Try it for 7 days free! During your trial, you are guaranteed a 30% increase in speed—no matter how fast you now read—plus improvement in both your comprehension and memory.

Who uses the Reading Kit now? Hundreds of schools, colleges, corporations, libraries, and families. To name a few:

Logan City Board of Education, Logan, Utah . . . Wesleyan University, Lincoln, Nebraska . . . Remington Rand . . . The Citadel, South Carolina . . . Woodward School for Boys, Washington, D.C. . . . Canadian National Railways, Montreal, Canada . . . Queens University School of Business, Kingston, Canada . . . Milwaukee Bible College . . . Pacific States University, Los Angeles, Cal. . . . Board of Public Instruction, Clearwater, Florida . . . Acme Chemical Co., Milwaukee, Wis. . . . U. S. Treasury, Internal Revenue Service . . . Benilde High School, St. Louis Park, Minn. . . . Cambridge City Board of Education, San Antonio, Texas . . . U. S. Veterans Administration . . . and hundreds more.

Read these testimonials from the many hundreds in our files:

"... Anyone who ... follows directions ... can double."—J. R. Steelman, President, THE KOEHRING CO., Milwaukee, Wisconsin

"... initial results greater than expectation. Ship us 120 additional Reading Kits for our office personnel."—G. W. Perkins, HUGHES AIRCRAFT CO., Culver City, California

"... I recommend it as the results for us were excellent."—L. J. Heidgen, Asst. Treas. & Sec., BORG-WARNER CORP., Chicago, Illinois

"... acquainted me with fundamentals of better reading which, unfortunately I had never learned in school."—G. H. Grove, Personnel Manager, SQUARE D COMPANY, Milwaukee, Wisconsin

"... comments so favorable, I'm personally introducing the 'Scope to our base education officers. Few are familiar with the versatility of your product.'"—Earle V. Hawkins, Captain, USAF, Chief Education and Libraries, Langley Air Force Base, Newport News, Virginia

THE READING IMPROVEMENT PROGRAM, 835 Diversey Parkway, Chicago, Illinois, 60614

Printed in U.S.A.



■ Send no money

■ No C.O.D.

■ Nothing to pay the postman

FREE TRIAL ORDER FORM

THE READING IMPROVEMENT PROGRAM, Inc./835 Diversey/Chicago, Ill. 60614

Gentlemen:

Date _____

Please send me on approval, charges prepaid, the complete Better Reading Kit as described on the back of this form. Within seven days after receipt of the reading program, I will either return it or send you \$3.95 as first payment, then \$3.95 a month the following 4 months—\$19.75 in all. *Illinois residents please add 4% sales tax.*

☐ MISS

☐ MRS.

☐ MR.

PLEASE PRINT OR WRITE PLAINLY:

NAME _____

ADDRESS _____

CITY _____

STATE _____

Zip Code _____

Age _____ Occupation _____ Employed by _____

Parent's approval required on all orders placed by persons under age 17.

PARENT'S SIGNATURE _____

Please Note:
SAVE \$2.00

If you prefer, you may take advantage of the cash discount and enclose only \$17.75 with this blank in full payment for the Kit. Money refunded promptly if you decide to return the material.

Your Enrollment

INCLUDES these features:

Complete materials described on the back of this form: Phrase-O-Scope, practice slides, Reading Skills Book with 24 fascinating chapters, and other training aids to improve your reading skills.

Deluxe library slip case in handsome black with shimmering gold foil trim. This elegant case permanently stores your materials on desk or bookshelf.

Consultation and instruction service. You may consult with us on personal reading problems within the scope of this Course for a period of six months.

Fill in this Free Trial Order Form and drop it in the mail today

The Better Reading Kit includes these effective training aids:

The Phrase-O-Scope—a remarkable little instrument that trains you to read words and groups of words in split-second time. This device is the key to learning the new technique of speed-reading. It provides the fun and challenge of a fascinating game for everyone.

Reading Skills Book—Complete instructions and short practice exercises. The full lesson-chapter titles from this valuable booklet are listed below.

Progress Record Booklets—for keeping lesson-by-lesson records of your reading improvement. Record your speed and comprehension as you progress.

Practice Slides—One set of 40 slides for adults, one special set of 40 slides for juniors (for youngsters from age 6 through 12 or grades 1 through 8). These train the eyes and mind to read phrases up to 5 words long in speeds of up to 1/100th second.

Parent's and Teacher's Guide Book—outlines easy, effective procedure when the kit is used by young people. How to use junior materials included.

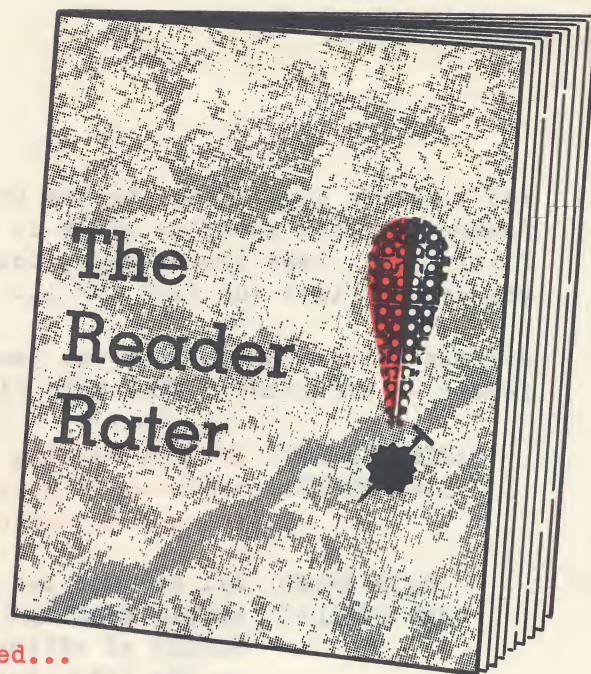
Two Reader Rater Booklets. One is to measure your reading skills before using the kit, the other upon completion of the entire lesson program.

fascinating subjects in the Reading Improvement Program:

1. *Skillful Reading*—why is it valuable to everyone in today's world?
2. *Survey Your Reading Habits*—discover reading weaknesses.
3. *Reading Health*—rules of physical fitness for reading skillfully.
4. *Fixations in Reading*—how eye movements affect your reading.
5. *Shifting Gears in Reading*—how to vary your reading speeds.
6. *Skimming*—when, why, how to skim over various text material.
7. *Concentration* — how to keep your mind from wandering.
8. *Training in Comprehension* — how to grasp ALL the meaning.
9. *Remembering What You Read* —how to improve your memory.
10. *Forming Habits* — practice makes permanent always.
11. *Typographical Aids and Word Signals*—the author's signposts.
12. *Words, Words, Words* — be ever alert to their meanings.
13. *Taking Notes*—the clue to important gains in good reading.
14. *Summarizing*—how to record the key points in capsule form.
15. *Using the Library*—source of priceless knowledge for everybody.
16. *Time for Reading*—the need to organize your waking hours.
17. *Why Read?*—enlightening discussion of many timely reasons.
18. *Critical and Creative Reading* —how to evaluate your reading.
19. *The Why and How of Analyzing*—for full understanding.
20. *Standards of Judgment*—measuring literature you read.
21. *Reading Great Literature*—the best thoughts of all civilization.
22. *Reading Poetry* — realm of words that elevate the soul.
23. *On Reading Aloud* — how to think effectively as you read.
24. *Choosing Your Reading* — always beware of bad company.

How FAST can you read?

How much can you UNDERSTAND
and REMEMBER?



Find out fast with this valuable FREE GIFT!

"THE READER RATER"...a unique booklet worth \$3.00

Now yours FREE to quickly measure your reading Speed...

Retention...Vocabulary...and a Dozen Other Skills!

How do you use it? Take the short, revealing quizzes. They tell you how you rate!

Why should you try it? To find out if your reading is good enough to advance your career, your financial position...your grades if you're in school. Discover the "slow-poke" habits which limit your present reading skill.

Why can it be yours absolutely free? To introduce you to one of the most effective, fascinating, and rewarding programs yet devised to improve your reading:

**THE BETTER
READING KIT,**

a revolutionary, new self-training program--the first and only one of its kind--designed for use in your home--guaranteed in writing to DOUBLE or TRIPLE the reading speed of every reader in your family...within 3 weeks!

HERE, AT LAST is the very same method that boosted the late Pres. Kennedy's reading speed to 1200 words a minute.

IMAGINE THIS! For the first time, here is a COMPLETE PROGRAM with its own ingenious PHRASE-O-SCOPE "learning machine"...a fascinating device which trains the eyes to devour whole sentences at a glance...and captivates both CHILDREN and ADULTS like a game!

HERE, FOR YOU is the remarkable reading help which worked miracles for over 300,000 families in test after test!

**TRY THE KIT
FREE FOR 7 DAYS!**

Yes, the editors invite you to examine and use the kit in your own home for 7 days without risking a penny! Just mail the Free Trial Certificate now.

Increase your speed by at least 30% the first week...or return the material at no cost or obligation. But, you keep the READER RATER as a FREE GIFT to you!



The Reading Improvement Program, Inc. 835 Diversey, Chicago, Ill. 60614

Div. of Markus-Campbell Co., Educational Publishers

Yes! Here's your chance to try this method in your own home without cost! The reason for this generous offer is to acquaint you with the remarkable benefits first hand. Read the enclosed booklet and literature for revealing facts. But, you needn't take our word for it. Try it FREE! Test it, prove it for yourself.

See how quickly and easily you can become a skillful reader -- more alert -- informed -- efficient! With more time left over for reading just for fun.

BANISH FAULTS No more reading word ... by ... word. No more back-
LIKE THESE: tracking to piece together the meaning. No more dozing
or mind wandering. No more skipping words to gain speed.

GAIN BRAND All at once ... you may devour a book or magazine in a
NEW SKILLS! single evening! All at once ... you may whip through
stacks of office reading with more time for brisk action
on the job! Soon, your reading ... which used to be a
chore and a grind and a bore ... may become an act of
real pleasure and satisfaction!

Remember that saying: Those who read more, know more, and achieve more. It's amazingly true. No other investment of so little time and money can bring you such great rewards. Better reading increases your knowledge, your pleasure, your earning power ... now and for the rest of your lifetime.

For instance: Broad, efficient reading makes you aware of all that's happened and all that's happening now! It brings you the enthralling history of the men and women who shaped today -- their ideas, their tragedies, their great triumphs ... their passions and emotions that crackle through the ages!

Wide, effective reading adds new brilliance to your conversation, new authority to your opinions, extra force to your personality. And ... most importantly ... it boosts your prestige, advances your career, and can put more money in your pocket.

PRECISELY HOW DOES THIS PROGRAM IMPROVE YOUR READING?

Reading specialists have made new and startling discoveries in how the eyes behave while reading. You may think your eyes move smoothly across each line of print, but they do not. They move in rapid stops and starts:

LIKE your eyes must stop to focus before they grasp the image.
A CAMERA, Most readers stop on each word ... like this.
 But good readers absorb an entire phrase at each stop.

Fast readers make less stops and get more meaning more quickly. Why? Because the brain grasps the full meaning of a phrase more easily than it can piece together the meaning of each single word.

THE "PHRASE-O-SCOPE," the very heart of our reading program, trains you to read ever longer phrases with unbelievable ease! It gives you the exact visual challenge you need. You'll make dramatic, measurable improvement after your very first 10 minutes practice, and at each and every time you practice!

TESTS PROVE ANY READER CAN MAKE RAPID GAINS!

AMAZING RESULTS: When the world's leading companies, including Remington Rand, Bell Telephone, and Westinghouse, report average gains of over 100% in reading speed plus striking gains in comprehension -- When leading schools and colleges report similar successes -- When readers in over 300,000 private families are delighted --

-- you know this method is effective! No wonder this same reading program is now quickly replacing other reading training techniques throughout the U. S. and Canada. To our knowledge, no other program can match its surprising low cost -- its simplicity and ease of use -- and its unquestioned reliability! These facts -- plus our written, irrevocable guarantee of satisfaction or your money back are solid reasons why YOU and your family should try this program now!

THE PUBLISHER: A PIONEER IN SELF-IMPROVEMENT PROGRAMS FOR OVER 5 DECADES!

The Reading Improvement Program is an educational division of a publisher specializing in self-improvement programs since 1908. It has always been this company's policy to bring the best in worthwhile self-help programs to the public at lowest possible cost. The sensational BETTER READING KIT is a superb example!

When first introduced, the Reading Program cost \$100 per person and required 20 class visits. Chrysler, American Airlines, Motorola, Borg-Warner and 119 other giant firms participated with outstanding results.

COST CUT

WAY LOW! Since then, a final "bargain break-through" came! Experts perfected the remarkable PHRASE-O-SCOPE -- the personal "teaching machine" which brings better results than the costly, cumbersome classroom equipment it replaces!

So, this streamlined device was combined along with other helpful materials from the \$100 programs. Now it's all handsomely packaged in a deluxe library slip case and named THE BETTER READING KIT. (I wish you could see the splendid edition on my desk!)

TRAINING IS FUN ... Within this one remarkable Kit is the exciting learn-at-home program which helps every reader in your family. Even the youngsters in your home can follow the simple technique. Yet it fascinates both the kiddies and the grownups with all the fun of a thrilling game. You practice when and where you wish. There are no classes to attend -- no lessons to mail.

GET BETTER RESULTS YET PAY A FRACTION OF THE COST OF OTHER READING PROGRAMS!

The PHRASE-O-SCOPE has proven to be the lowest priced yet the most effective instrument ever developed for improving the visual perception you need for expert reading. It is an exclusive, patented development. Thus other methods must still use the more costly, time-consuming devices which offer you no better results. But, won't you judge the PHRASE-O-SCOPE for yourself? We invite you to try the KIT FREE ...

YOUR BIG INVITATION: TRY THIS ASTONISHING READING METHOD IN THE COMFORT OF YOUR OWN HOME -- for seven leisurely days -- AT NO COST OR OBLIGATION

Send No money! Try it free for seven days. In this very first week, if you are not completely delighted with your results, return the program at no cost to you. And you KEEP the valuable READER RATER as our special gift to you for giving the remarkable program the fair trial it deserves.

But you must act now! The low introductory price shown on your special FREE TRIAL Order Form may be limited to the next few weeks ahead. This liberal offer may never again be repeated. Take advantage of this invitation now.

So ... don't deny yourself or your family the enduring benefits of fast, accurate, enjoyable reading! Just fill out your FREE TRIAL Order Form, slip it in the handy postage-paid envelope, and get it in the mail today! You'll be amply rewarded.

Yours for better reading,

J. F. Mesha

Registrar

P.S. If you prefer, you may take advantage of the cash discount and enclose full payment with the Order Form. If the program does not please you in every detail, just return it within 7 days and your money will be refunded at once.



**Parents: Insure your
child's success
with extra
reading help now!**

Vast differences in reading ability exist in any group of youngsters today. Yet, in crowded school classrooms, the instruction must be paced for an entire group—too fast for some, but far too slow for others.

So, the odds are very much against your child getting enough personal attention and help in school to develop full capabilities for reading and study. Fortunately, however, through the further individual advancement now made possible by the Better Reading Kit, students of all ages are now assured of a more rapid and fuller development of these abilities.

Our reading program dramatically helps both high school and college students. For example, in recent tests with 103 ninth graders in schools in

Utah, the program increased average reading speed by over 200%—and also brought impressive gains in comprehension and retention.

Even the youngest reader in your family can also benefit. Countless tests in elementary schools prove the program can advance the average child at least one full grade level in reading ability in as short a time as four weeks.

Even though your child may be a superior reader now, additional practice with our program can bring remarkable improvement in all reading skills. Since teaching and evaluation methods vary widely from school to school, you may not realize comparable age groups may far surpass your child in reading ability. Give your precious boy or girl extra reading help now and prepare your child for competition in college entrance and graduation . . . and a bright career to follow.

SPECIAL NOTE: Your enrollment in the Reading Improvement Program includes FREE consultation and instruction service, should you need it, for a period of six months from the time you enroll.

